

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
LG Electronics MobileComm U.S.A., Inc.		03/20/2009	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	LG Electronics Inc.
Street Address:	20, Yoido-dong, Yongdungpo-gu
City:	Seoul
State/Country:	REPUBLIC OF KOREA
Entity Type:	CORPORATION: REPUBLIC OF KOREA

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Serial Number:	77444561	ATTUNE
Serial Number:	78839716	BLACK LABEL
Serial Number:	77435351	INVISION
Serial Number:	77515913	LOTUS
Serial Number:	77444565	LUCID
Serial Number:	77515904	MINGLE
Serial Number:	77346763	SCOOP
Serial Number:	77544407	SPYDER
Serial Number:	77590567	SWIFT
Serial Number:	77257731	VU
Serial Number:	77268452	WINE
Serial Number:	77555629	NATIONAL TEXTING CHAMPIONSHIP
Serial Number:	77590555	WORLD TEXTING CHAMPIONSHIP
Registration Number:	3555137	GLIMMER

OP \$365.00 77444561

CORRESPONDENCE DATA

Fax Number: (202)408-4400

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2024084000

Email: docketing@finnegan.com

Correspondent Name: Evan A. Raynes, Esq.

Address Line 1: 901 New York Avenue, N.W.

Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

ATTORNEY DOCKET NUMBER:

04747.0999

DOMESTIC REPRESENTATIVE

Name: Evan A. Raynes, Esq.

Address Line 1: 901 New York Avenue, N.W.

Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

NAME OF SUBMITTER:

Evan A. Raynes

Signature:

/evan a raynes/

Date:

03/24/2009

Total Attachments: 2

source=Assignment of Pending Applns to LG Electronics#page1.tif

source=Assignment of Pending Applns to LG Electronics#page2.tif

ASSIGNMENT

LG Electronics MobileComm U.S.A., Inc., a California corporation with its principal place of business at 10101 Old Grove Road, San Diego, California 92131, USA ("Assignor"), is the owner of the marks identified in Exhibit A and of the U.S. trademark applications therefor ("the Trademarks").

LG Electronics Inc., a Republic of Korea corporation with its principal place of business at 20, Yoido-dong, Yongdungpo-gu, Seoul, Republic of Korea ("Assignee"), wishes to acquire the Trademarks.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor assigns to Assignee all its right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, and the right to sue and recover for past infringements, dilution, and other violations.

LG ELECTRONICS MOBILECOMM
U.S.A., INC.

By:  _____

Name: Alan Tse

Title: General Counsel

Date: March 20, 2009

EXHIBIT A

<u>MARK</u>	<u>REGISTRATION/ APPLICATION NO.</u>	<u>REGISTRATION/ APPLICATION DATE</u>
GLIMMER	3,555,137	December 30, 2008
ATTUNE	77/444,561	April 10, 2008
BLACK LABEL	78/839,716	March 17, 2006
INVISION	77/435,351	March 31, 2008
LOTUS	77/515,913	July 7, 2008
LUCID	77/444,565	April 10, 2008
MINGLE	77/515,904	July 7, 2008
SCOOP	77/346,763	December 7, 2007
SPYDER	77/544,407	August 12, 2008
SWIFT	77/590,567	October 10, 2008
VU	77/257,731	August 17, 2007
WINE	77/268,452	August 30, 2007
NATIONAL TEXTING CHAMPIONSHIP	77/555,629	August 26, 2008
WORLD TEXTING CHAMPIONSHIP	77/590,555	October 10, 2008

1802094_1